

Job Description

CS Communications & Marketing Coordinator (part time)

March 23

Contract: PT, permanent after three-month probation period

Location: Hybrid, home working / Chesham office cover, to be agreed

Hours: 28 hrs, within office hours 9-5 Monday to Friday (occasional evenings and weekend work)

Salary: Up to £21,500 pro rata (FTE £26,875)

Holiday Entitlement: 25 days per annum, plus Bank Holidays

Responsible to: Head of Fundraising & Awareness

Direct Reports: Team Volunteer/s

The charity:

The Chiltern Society is tackling some of the most serious threats to the countryside – from climate change, to overbearing development, to disappearing green spaces and wildlife – to care for this unique landscape. The people of the Chilterns are at the heart of our work and thanks to our hundreds of volunteers, and partnerships with local stakeholders, we enable individuals and communities to make a difference on their own doorsteps and take positive action for the Chiltern's environment.

The Chilterns is a special place, and together we can keep it that way.

The purpose:

This role will help grow and diversify the supporter base of our charity through the development and delivery of impactful digital communications and coordination of public events, including the annual Heritage Festival. With many ways for people to join us and create a sustainable future for the Chilterns, this role is vital in inspiring supporters to develop rich and varied relationships with our charity and nature around them.

The person:

You are driven by the cause, embrace digital technology and are full of creative ideas on how to encourage people to take action for nature on their doorstep. With strong organisational and administration skills, you are proactive, can prioritise and deliver multiple strands of work. You know the importance of managing supporter relationships and data and enjoy working in a small, collaborative team, to develop our supporters holistically.

We are aware that as you read this document you may not feel you meet all the Person Specification or have the experience of all elements of the role; if unsure we would invite you to call and discuss the role with us. We are a small and supportive team and full training, induction and handover will be given for the right candidate.

We are proud to be part of a changing and diverse Chilterns community and strongly encourage people of every race, orientation, age, gender, sex, religion, origin, and ability to apply. Non-graduates are welcome and we offer a wide range of flexible working options including compressed hours, different start and finish times and working from home.

CLOSING DATE: 10am, Tuesday 11 April '23

INTERVIEWS: Friday 21 or Monday 24 April '23, in Chesham office

START DATE: ASAP

To apply:

Please complete the CS application form and email to: vacancy@chilternsociety.org.uk, using your initials in the filename of the attachment.

The role:

Communications

- **Social media**
 - i. Plan, create, post, monitor, respond to and evaluate posts on three social media channels on a day-to-day basis
 - ii. Create digital assets, from videos to infographics, to ensure content is diverse and engaging
 - iii. Maintain content and awareness day calendar
 - iv. Stay abreast of operational activity and policy to keep Social feeds topical, chasing down stories as needed
- **Website**
 - i. Keep the website up-to-date; developing simple new pages, updating copy and other content including images and multimedia
 - ii. Run updates and backups as appropriate
 - iii. Create and embed key elements from other platforms, including CRM forms
 - iv. Assist Head of Fundraising and Awareness in management of external web developer support
 - v. Monitor and gain insights from Analytics to assist in development of site and user journeys
 - vi. Assist in the management of the stock media library archive, commissioning or creating new photography or video as required
- **eNewsletter**
 - i. Plan, write, distribute, and monitor bi-monthly marketing eNews and bi-monthly editorial eNews
 - ii. Ensure databases are updated with new/lapsed subscribers and data is robust and deduped

Marketing

- **Events**
 - i. Contact potential and relevant seasonal event hosts/venues/speakers, agreeing package
 - ii. Write events listing and joining instructions to upload to Website and CRM platform for online booking/ticketing
 - iii. Manage budgets ensuring that expenditure is within budget and income is tracked and logged by finance
 - iv. Point of contact with event attendees as required
 - v. Promote events on owned, earned and paid for channels to ensure events are well attended
 - vi. Project management of two-week annual Heritage Festive
 - i. Oversee and direct Volunteer committee as they seek potential and relevant event hosts/venues for Heritage Festive
 - ii. Oversee develop if any printed literature required for Heritage Festival promotion
 - iii. Line manage events volunteer, outlining weekly tasks, monitoring output and quality checking work

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- i. Review and development Christmas offer including charity Christmas card photography, digital cards and local supplier hamper prize draw

General office support

- i. Provide office cover three days a week, 9.30 – 1pm
- ii. General office contact for all enquiries alongside the Volunteer/Office Manager and Membership Administrator
- iii. With Volunteer/Office Manager and Membership Administrator, ensure CRM is maintained, data robust and
- iv. Support Membership Administrator with Retail orders as required
- v. Other tasks as reasonably requested

Person Specification	Essential	Desirable
Skills and Qualifications		
Confident user of office IT and systems eg Office 365	✓	
Practical use of some/all of platforms and systems used by the role: Web content management systems (eg Wordpress) CRM platforms (eg Beacon) Graphic design tools (eg Canva) Newsletter platforms (eg Mailchimp) Social media management platforms (eg Hootsuite)		✓
Excellent written and verbal communication skills	✓	
Excellent interpersonal and negotiation skills to work with stakeholders of all levels	✓	
Excellent organisational and planning skills, to manage multiple work streams	✓	
Current UK valid driving licence		✓
Experience		
Experience of budget management		✓
At least two years' experience in a communications, marketing and/or digital role	✓	
Experience of events management		✓
Experience of managing volunteers		✓
Experience of working with external and internal clients and stakeholders		✓
Personal Attributes & Behaviours		
Demonstrable appreciation and general understanding of wildlife conservation, the Chilterns AONB, local heritage, planning and development and an affinity with the Charity's aims.		✓
Willing to work some occasional weekends and evenings		✓
A problem solver with ability to prioritise	✓	
An enthusiastic and self-motivated self-starter	✓	
Team Player, with the ability to work co-operatively with others as part of a team	✓	

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